PATENT   HP Docket No.: 10005619-1
                                                App. Serial No. 09/809,150

IN THE CLAIMS

1. (Currently Amended) A method for providing mediated services to a client device having a predetermined communication protocol and a predetermined display format comprising:

(a) receiving a request for a web page from the client device, wherein the web page is for a merchant web site and a virtual identifier identifying the merchant web site is determined by passively interrogating a source, the source being operable to transmit or broadcast the virtual identifier to a client device in a predetermined range;

(b) sending the request to a merchant web site using the virtual identifier;

(c) receiving the requested information from the merchant web site at a mediator;

(d) transforming the information into the predetermined communication protocol and predetermined display format that is suitable for the client device at the mediator; and

(e) sending the transformed information via a network to the client device from the mediator; and

(f) providing mediated shipping services; wherein the step of providing mediated shipping services includes

the client sending delivery information to the mediator;

the mediator directly providing the delivery information to a shipping company and arranging for the shipping company to pick-up the merchandise from the merchant;

wherein the client delivery information is not provided to the merchant.

2. (Original) The method of claim 1 further comprising:

(f) providing at least one mediated electronic commerce service for a merchant.

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3. (Original) The method of claim 2 wherein the step of providing at least one electronic

commerce service for the merchant includes one of shopping cart services, billing services,

shipping services, and payment services.

4. (Original) The method of claim 1 wherein the step of transforming the information into the

predetermined communication protocol and predetermined display format that is suitable for

the client device includes:

> transforming the information into one of an HTTP communication protocol and WAP

> communication protocol.

5. (Original) The method of claim 1 wherein the step of transforming the information into the

predetermined communication protocol and predetermined display format that is suitable for

the client device includes:

> transforming the information into one of a HTML display format and VML display

> format.

6. (Original) The method of claim 1 wherein the step of receiving the requested information

from the merchant web site includes:

> receiving information in one of a proprietary format, a mark-up language format, an

> XML format, and other format designed for exchanging information.

7. (Original) The method of claim 1 further comprising:

> (f) providing mediated shopping services; wherein the step of providing mediated

shopping services includes

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the client device sending a request to add or delete items from a shopping

cart; and

receiving the add or delete requests, and responsive thereto for updating a

shopping cart record.

8. (Original) The method of claim 1 further comprising:

(f) providing mediated payment services; wherein the step of providing mediated

payment services includes

the client sending a purchase request to purchase one or more items in a

shopping cart;

receiving the purchase request; and

responsive to the purchase request for updating a shopping cart record to

reflect the purchase.

9. (Original) The method of claim 8 wherein the step of providing mediated payment services

further includes

a client providing payment information to a mediator;

the mediator debiting a client's account; and

the mediator handling payment to a merchant;

wherein the account information of the client is not provided to the merchant.

Claims 10-20 (Canceled).

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21. (Previously Presented) The method of claim 1, wherein the step of receiving a request for a web page comprises receiving a request for a web page from the client device, wherein the request includes a request for product information from the merchant web site.

22. (Canceled).

23. (Currently Amended) The method of claim 1, wherein [[a]] the virtual identifier of the merchant web site is determined by scanning readable code, wherein the readable code is printed code that is scanned or the readable code is displayed and scanned from the display.

Claims 24-27 (Canceled).

28. (Previously Presented) The method of claim 1, wherein transforming the information into the predetermined communication protocol and predetermined display format that is suitable for the client device at the mediator further comprises transforming the information into a plurality of different predetermined communication protocols and a plurality of different predetermined display formats for a plurality of clients based on a display format and a communication protocol used by each of a plurality of client devices.

29. (Previously Presented) The method of claim 28, wherein sending the transformed information via a network to the client device from the mediator further comprises sending the transformed information to the plurality of clients using the plurality of different predetermined communication protocols and the plurality of different predetermined display formats.

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30. (Previously Presented) The method of claim 1, wherein receiving the requested

information from the merchant web site at a mediator further comprises receiving the

requested information in a generic display format from the merchant web site.

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